R. J. Reynolds Tobacco Company

G. N. Kuruc, Jr.
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

October 20, 1997

Mr. Rick Reitter
A&P New York Metro Division
2 Paragon Drive
Montvale, NJ 07654

Dear Rick:

Listed below are the points discussed in our phone conversation earlier today regarding R. J. Reynolds Merchandising and Promotion:

- We will not supply carton merchandisers until an official FDA ruling has been made. There is a distinct possibility that all tobacco items may have to be placed in a non self-serve position in supermarket store offices or customer service centers. Until a decision is made we cannot invest merchandising dollars for a concept that could be obsolete as early as mid 1998.
- We will be happy to provide assistance relative to setting up a non self-service setup in offices or customer service centers. Stores must provide standard shelving a minimum of 12" in depth. We will provide proper configuration for cartons, as well as springfed cartridges to create a single pack section. This type of setup will conform to basic RJR Retail Partners Contract requirements.
- We can also provide information relative to testing the *"Store Within a Store"* merchandising concept for Supermarkets. This concept features limited access to those under 18 years of age. All merchandising in this type of setup qualifies for a self-service merchandising payment. The *"Store Within a Store"* is how those Supermarkets who choose to remain in the Category will sell cigarettes in the future. Attached are three examples of this concept.

51850 6212

Source: https://www.industrydocuments.ucsf.edu/docs/fxby0000

- RJR Promotions are available only to those customers that have a Retail Partners Contract. The only Retail Partners Contract currently in effect is in Super Fresh, Pennsylvania.
- Our Account Manager responsible for Super Fresh, Pennsylvania has been recommending a $2.00 per carton scanning buydown on WINSTON and SALEM Brand Families since the first quarter of 1997. This has been presented to both Joe Thorpe, and Bill McVey.
- The $ 2.00 per carton scanning buydown on WINSTON and SALEM Brands is available to Super Fresh, Pennsylvania for the entire months of November and December 1997. Please have Bill McVey confirm participation with our Account Manager, Bob Fricke.

If you have any questions regarding the above, please call me.

Sincerely,

Nick

G. N. Kuruc, Jr.

cc: R. Fricke
Attachement (s)

51850 6213

Source: https://www.industrydocuments.ucsf.edu/docs/fxby0000